

A STUDY BY  
**MUCK RACK**

THE STATE OF AI IN PR

**2023**

# Methodology

We surveyed 1,034 PR professionals from March 31 to April 25, 2023.

The goal of this survey is to deliver insights to the PR industry to help improve the workflow of public relations professionals, particularly around the rapidly expanding field of generative artificial intelligence. Muck Rack distributed the survey primarily through email.

Muck Rack cleaned the data in a variety of ways. First, we only counted complete responses. We also removed low effort responses where the respondent completed the survey in less than five minutes. Finally, we removed any duplicate entries, responses that were generated by spam accounts and checked the data for major outliers.

The conservative margin of error for the survey is about 6%.

# Executive Summary

- 61% of public relations professionals currently use AI or are interested in using AI in their workflow. Only a small portion of them, 15%, say they have no interest.
- 38% of PR professionals already using AI in their workflow are in the C-suite, a higher percent than employees at other levels of the company.
- Crafting pitches, writing press releases and writing social copy are the top three ways that PR pros currently use AI.
- Employees at companies with fewer than 500 employees are more likely to already be using AI than those at larger companies.
- The biggest concern PR pros have about AI is that the output will be used without first scrutinizing it and therefore lower the quality of conversations in the field.

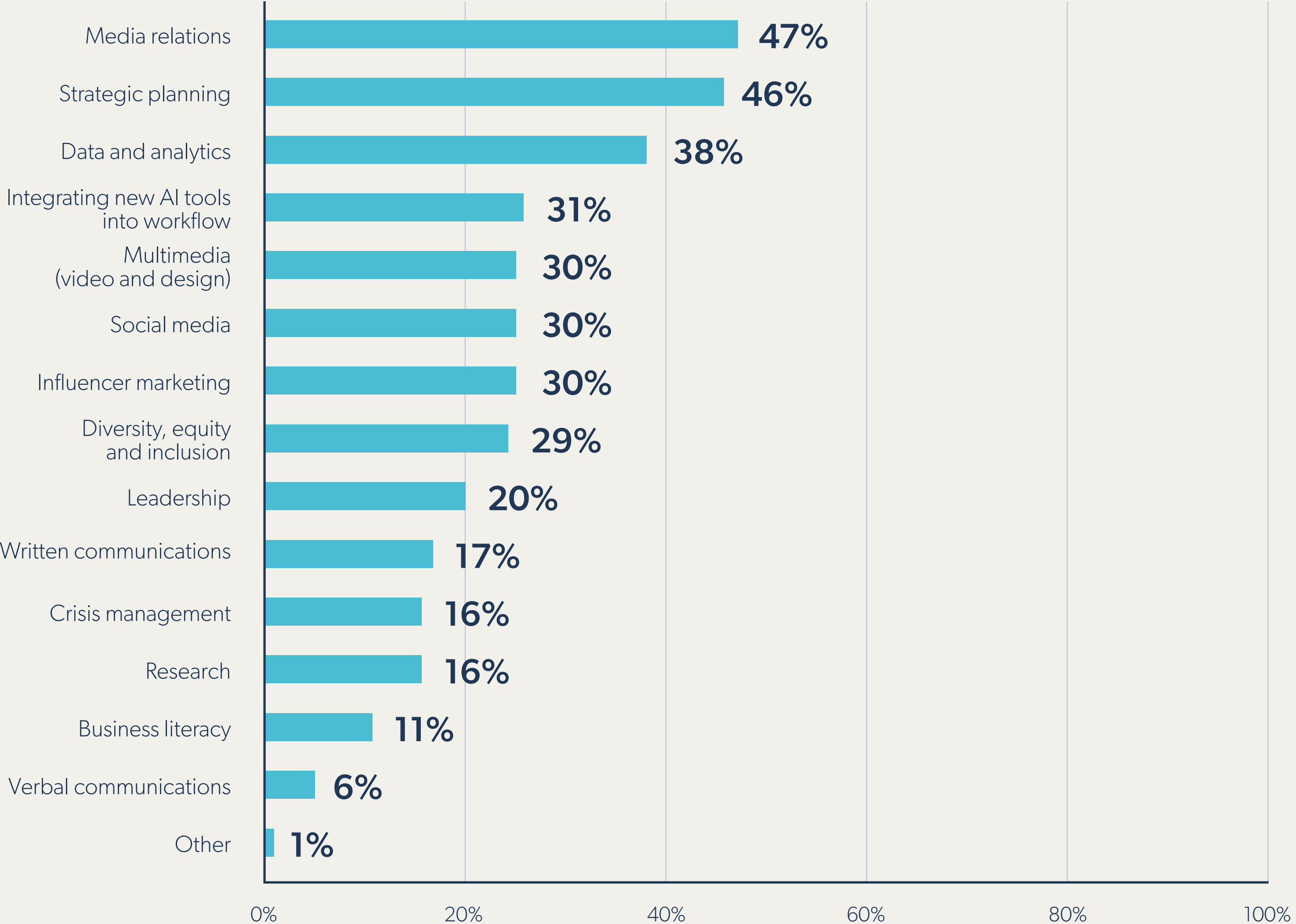
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# **An overview of PR pros using AI**

# AI is one of the top five skills companies need to focus on in the next five years

C-suite employees mention AI in **41%** of responses, much higher than manager and coordinator level employees who chose it **29%** of the time.

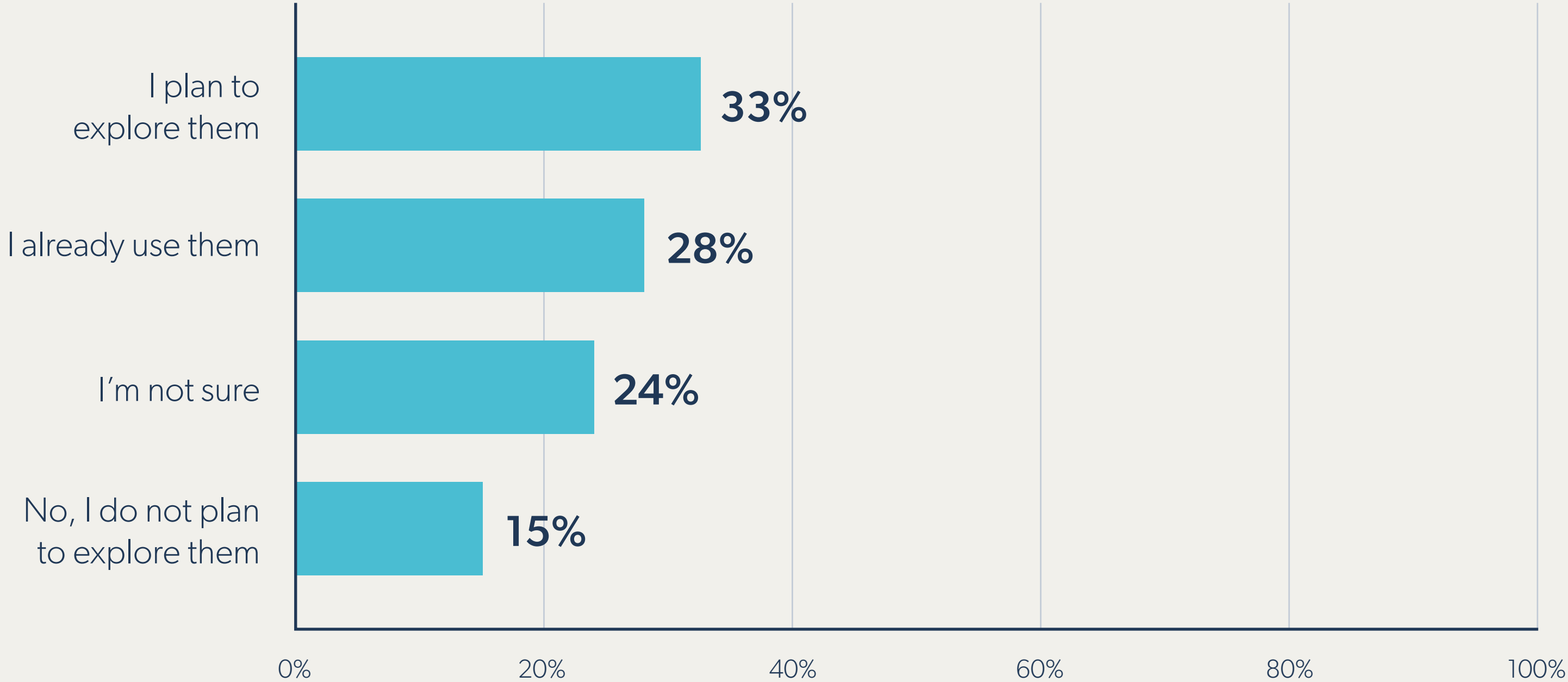
## Which skills will your company need to focus on in the next 5 years to be successful (select up to 4)?



# Only 15% of respondents say they aren't planning to use generative AI

About 61% of PR pros say they currently use generative AI or plan to explore it.

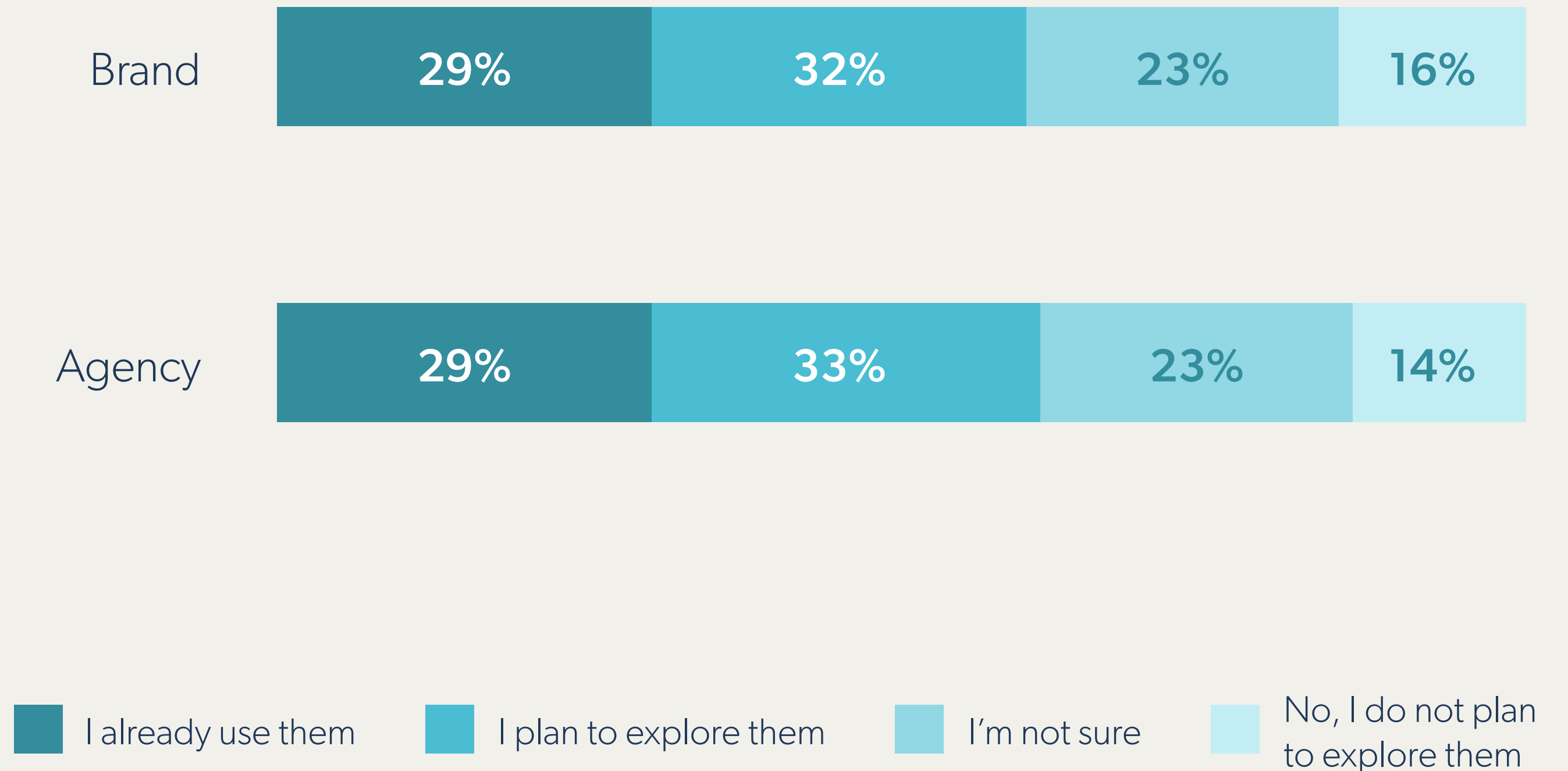
## Do you plan to explore generative AI, like ChatGPT or DALL-E, in your workflow?



# PR pros at agencies and brands have similar outlooks on AI

There is **no significant difference** between AI usage at brands compared to agencies, although they do differ in how they use it.

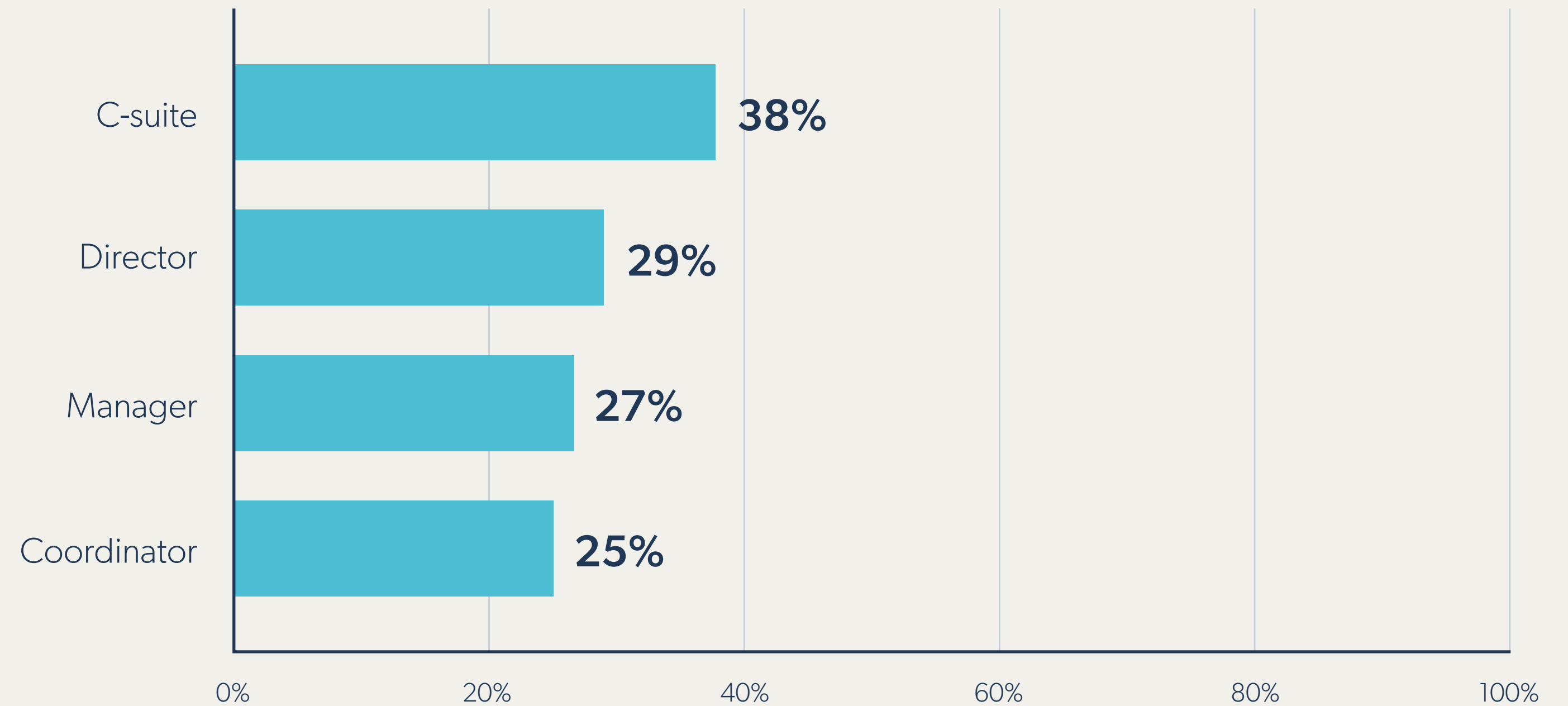
Do you plan to explore generative AI, like ChatGPT or DALL-E, in your workflow?



# Employees at higher levels are more likely to already use AI

People in the C-suite are **most likely** to be using AI tools already. Directors are using AI at almost the same levels, but managers and coordinators are significantly less likely to be using them.

AI use at different company levels





# Employees at smaller companies are more likely to already use AI

This trend holds for much larger companies as well. Only about **19%** of respondents who say they already use AI work at companies with more than 500 employees compared to **31%** of respondents at companies with fewer employees.

Share of employees who use AI by company size



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**How PR pros  
use AI today**

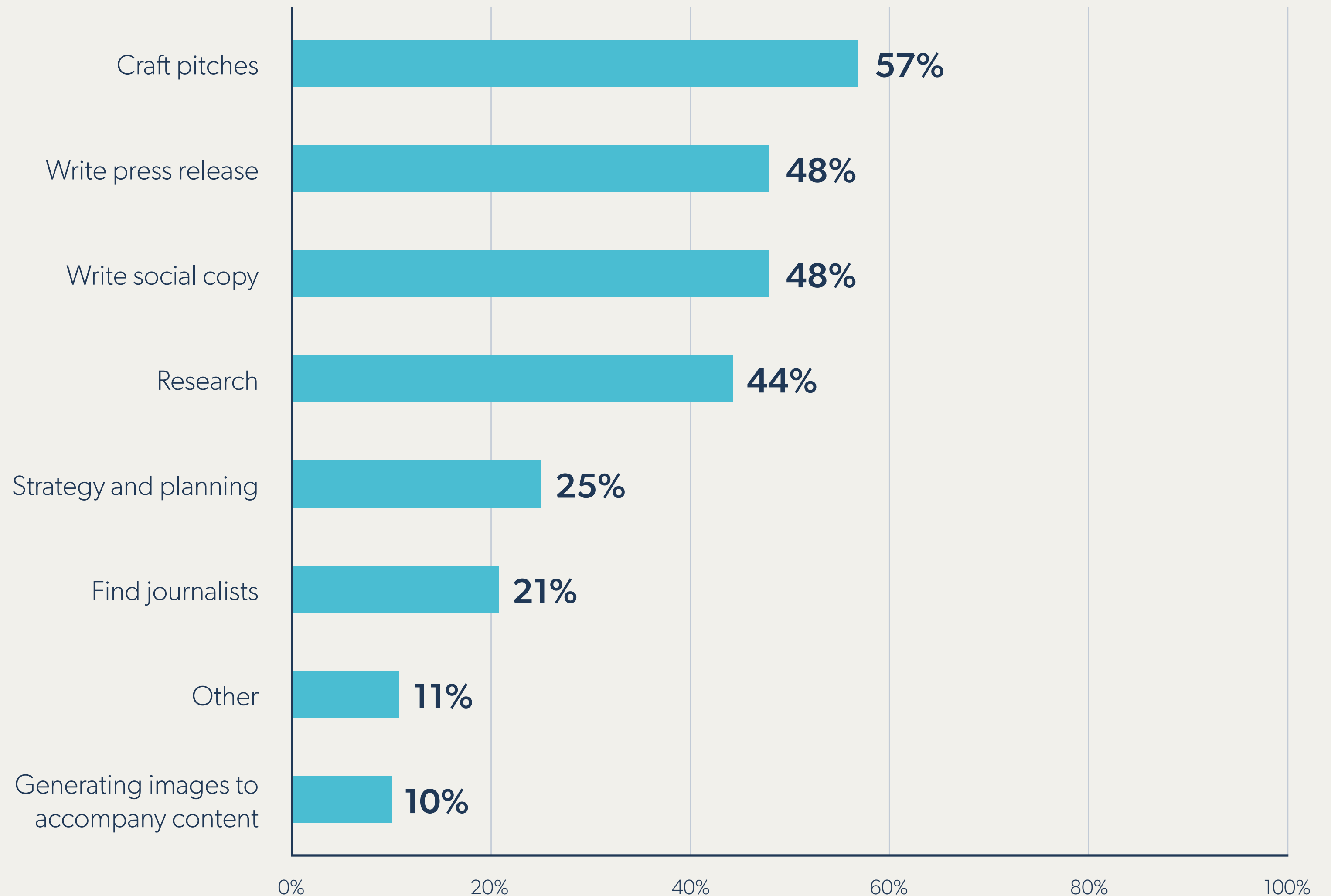
# Most PR professionals are using generative AI for writing tasks

Respondents who work at brands (72%) are more likely to say they use AI to craft pitches compared to agencies (55%).

Survey takers from agencies (32%) are more likely to say they use AI for strategy & planning compared to brands (19%).

Research was another area cited more often by employees at agencies (50%) compared to brands (30%) as an area where they use AI.

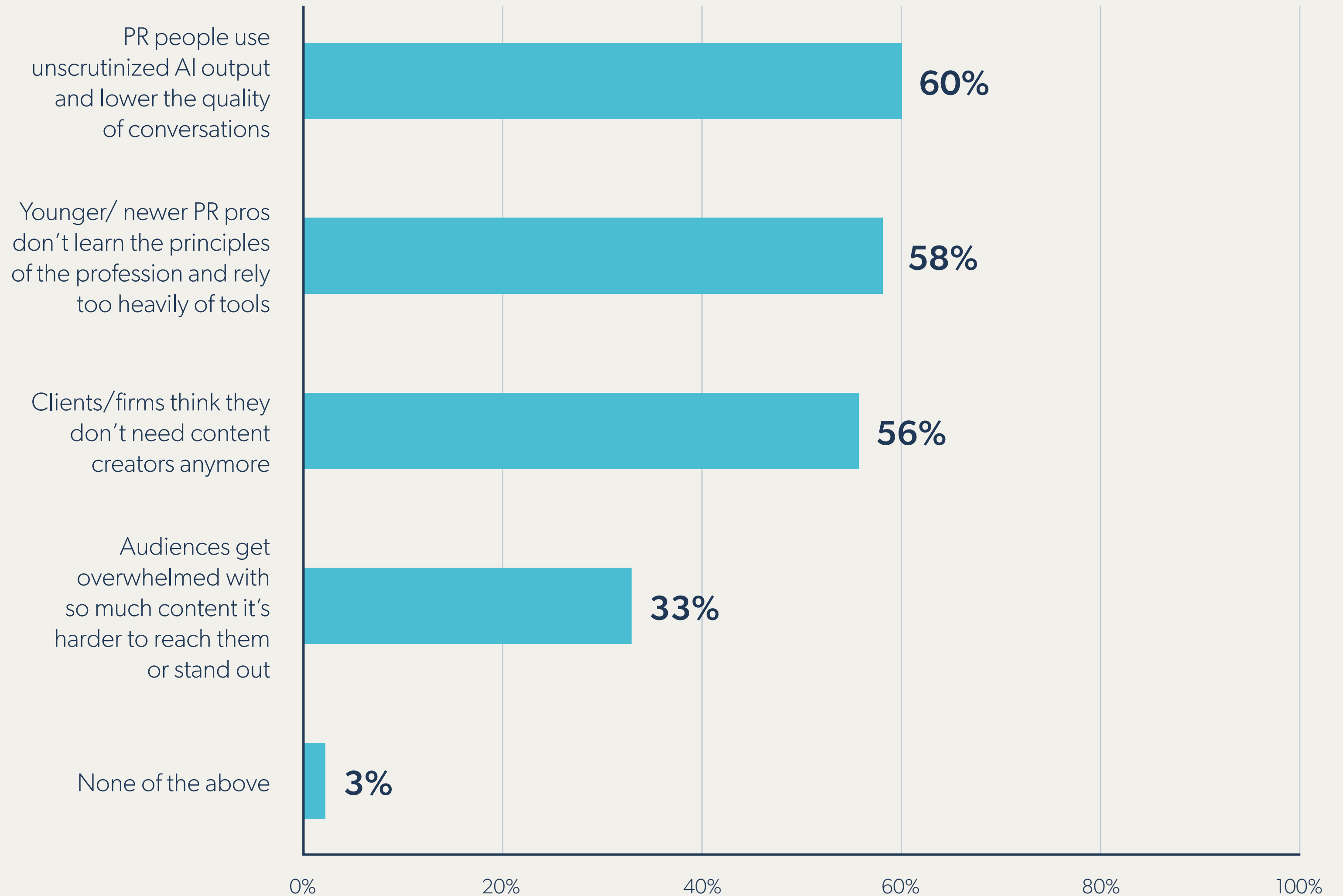
## How do you use generative AI in your workflow?



# PR pros already using AI consider a broad range of risks

More than half of PR pros are concerned about the use of unscrutinized AI output, the impact on younger or newer PR pros and clients thinking content creators can be replaced by AI.

## Which of the following do you think are risks generative AI poses to the PR profession, if any?



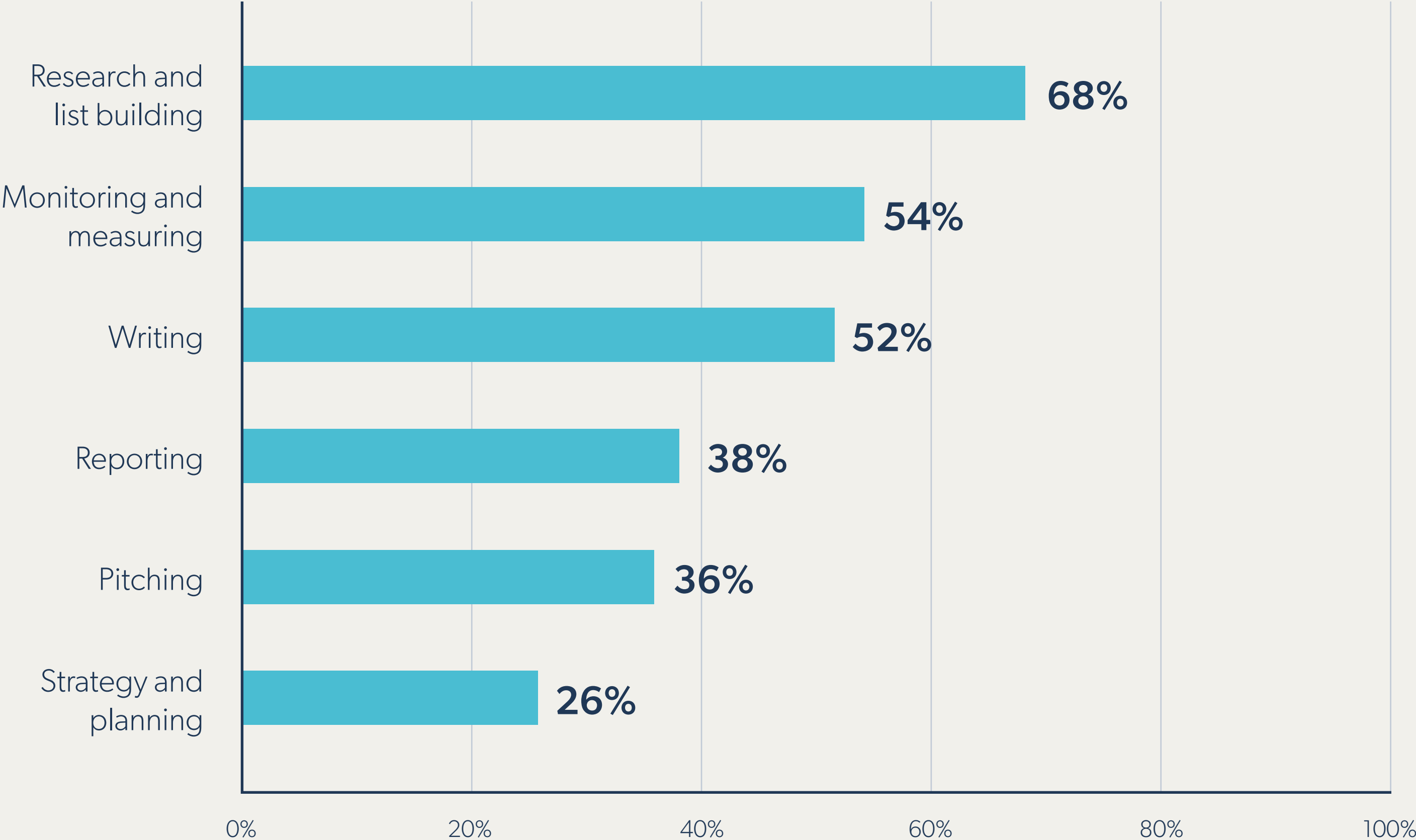
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**How PR pros  
want to use AI  
in the future**

# Most PR pros want to use AI for research and list building

Writing, along with monitoring and measuring, are also popular areas to explore with AI.

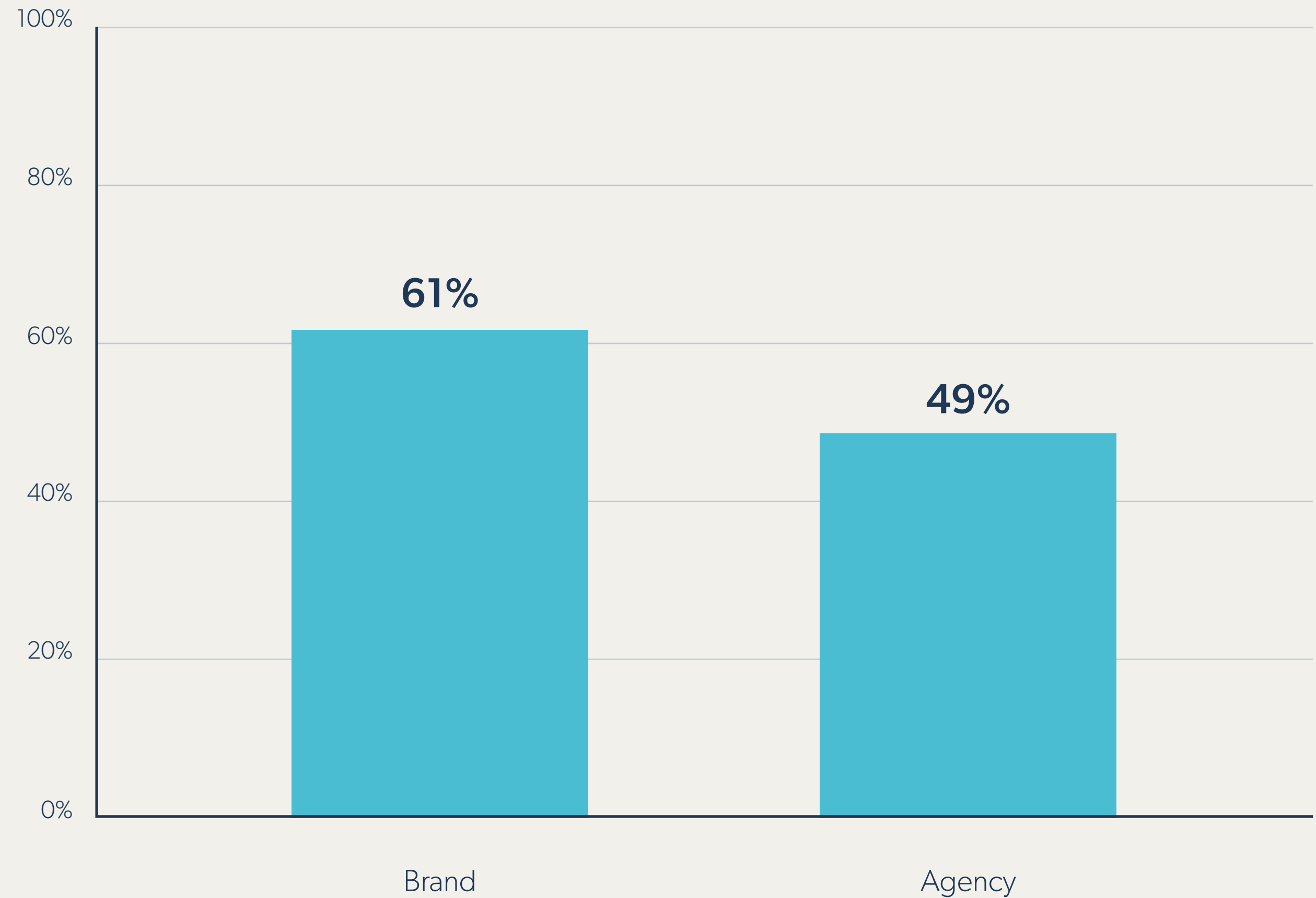
In the future, if you chose to use AI as a tool, in which area(s) might it be the most impactful? (select all that apply)



# Writing is a more popular use case for respondents working at brands

61% of brand respondents say they want to use AI for writing versus 49% of people at agencies.

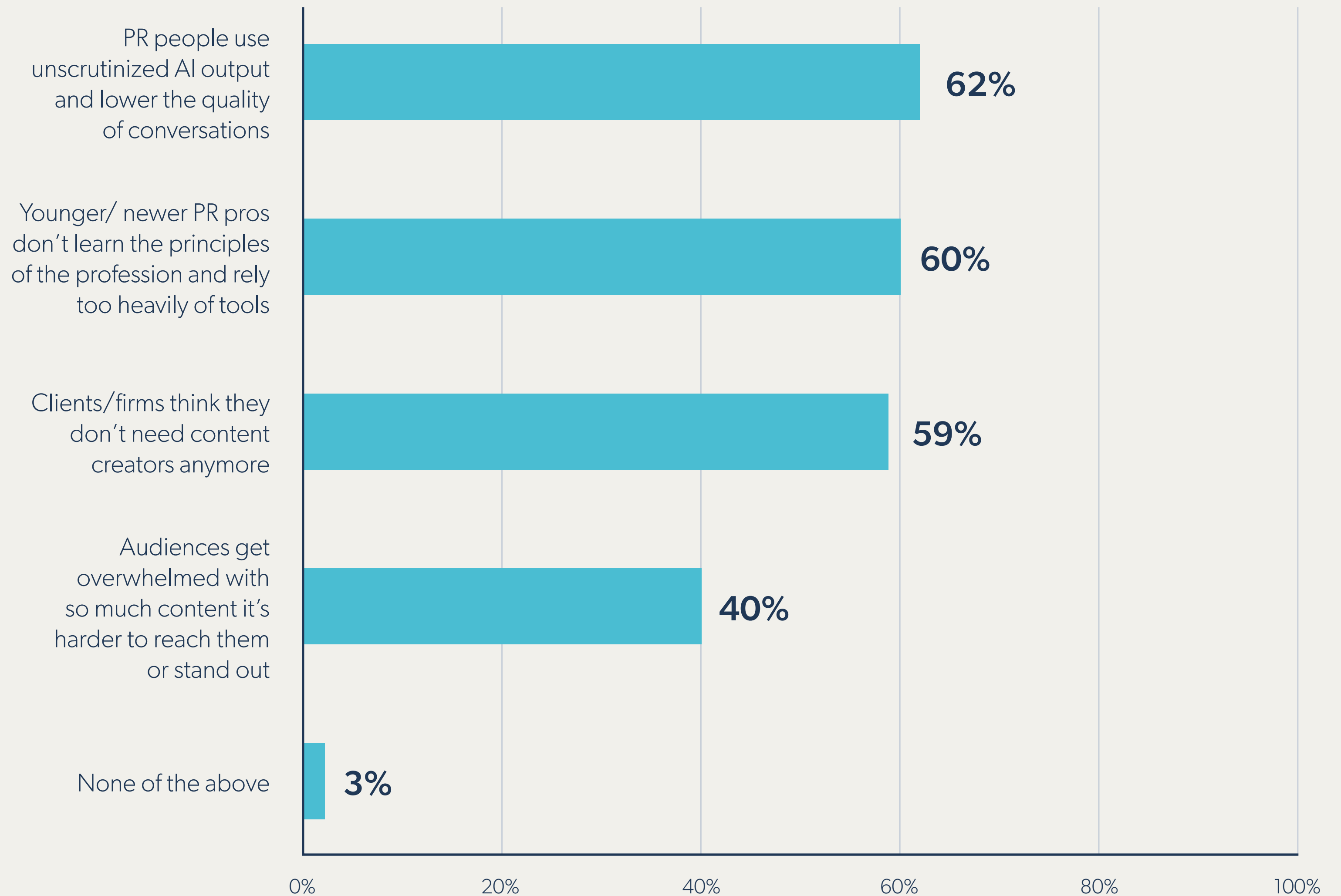
## PR pros interested in using AI for writing tasks in the future



# PR pros who are not using AI have similar concerns as those using AI

Fears of audiences becoming overwhelmed by AI content are **slightly more** prevalent for people who don't yet use AI compared to those who do.

## Which of the following do you think are risks generative AI poses to the PR profession, if any?





**MUCK RACK**

# Thank you!

Muck Rack's Public Relations Management (PRM) platform enables PR teams to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact.

[Learn more](#)

<https://muckrack.com>